

Good Practice | Adie

CATEGORY:

Communication & Promotion

GOOD PRACTICE'S TITLE:

An Adie mobile van to develop new areas

MAIN OBJECTIVE:

To provide a broad visibility to Adie organisation in remote areas for short or medium period



Adie is a non-profit organisation. Adie means “Association pour le Droit à l’Initiative Economique,” or in English, “Organisation for Right to Economic Initiative.” Adie was created in 1989, inspired by the “banks of the poor” originating in developing countries during the seventies, in particular, the Grameen Bank in Bangladesh. Today, Adie has 470 employees and around 1,300 volunteers.

Mission of the organization

To be effective, the Right to Economic Initiative requires access to capital and removal of administrative constraints for creating self-employment. Our mission is to finance and support the unemployed who wish to create their own business and who cannot get a standard bank loan. Furthermore, Adie uses its experience to offer improvements to the existing regulatory framework governing microenterprises and microfinance in France.

Governance structure

Funders, business development partners, volunteers or entrepreneur representatives: all stakeholders involved in Adie are part of the Board. The Committee is composed by 7 members elected by the Board and manages Adie’s business and operations. Since 2009, Regional General Meetings are organized every year and are a key moment in our organisation’s life.



MFI factsheet

Type of organization	Non-profit organisation
Country	France
Year of inception of the good practice	2007
Services and products provided	<ul style="list-style-type: none"> • Loans at market rate up to 10,000 € (global financing needs do not exceed 20,000€) • "Start-up grants" funded by the French government or by local authorities • Non-interest bearing subordinated loans • Post-loan business advice (business management, administrative formalities, marketing and legal advice) • Micro-insurance services • Micro-franchise
Portfolio (€)	86,700,892 (as of December 1, 2014)
Avg loan size (€)	3,850 (as of December 1, 2014)
Number of clients	38,995 (as of December 1, 2014)
% of rural clients	21% (2013, except overseas territories)
Typology of rural clients	No information available
Website	www.adie.org 

GOOD PRACTICE

The Adie program, PADRE (Pilote Adie de Développement Rural Economique), was active between 2007 and 2009. The main objective was to provide Adie services from 3 mobile vans in 3 remote, rural areas in order to reach an audience far from classical business-creation actors. When the program ended, the mobile vans remained and Adie thought about how to best use them. Since 2009, the mobile vans are lent by Adie headquarters to various branches for a short or medium period in order to provide visibility in remote areas. Interested branches often use them for a 3-month period. Adie currently has branches in prefectures (the main city in a department). Adie also has a

physical presence in some under-prefectures (smaller cities within a department). The mobile van is a useful tool to test customer demand in under-prefectures where Adie is not present. The branch manager decides to use the mobile van according to his analysis of the territory and according to his loan officer profile (ability to prospect and create an interpersonal relationship with partners, customers, desire to drive and work out of the mobile van a few days per week). The main activities during field visits are to use the mobile van as a public access point to provide information about entrepreneurship.

SUCCESS STORY: STEPHEN, BEEKEEPER



After Stephen's meeting with an Adie representative, he was more confident about his idea of beekeeping. He was able to borrow a loan of EUR 2,790 (microcredit) and EUR 2,790 non-interest bearing subordinated loans from Adie. Adie also provided him with post-loan personal advice about the business. His next goal is to create a "camping à la ferme".



Target group

Unemployed entrepreneurs who wish to create their own business and who cannot get a standard bank loan. In remote rural areas, Adie credit officers noticed strong resourcefulness and mutual help as specific characteristics. They also discovered that the need for general information could be expanded due to the lack of business-creation professionals.

Innovativeness

The selection of information points (mobile van location) is an innovative feature of this project. Places where people live and work are preferred, such as squares in front of city halls or market places. Our knowledge of marketplaces (starting time, position drawing, marketplace rental costs, and selling price, etc.) allowed the Adie employee to easily connect with marketplace manager. These connections were leveraged to meet market sellers and build trustful relationships. Adie is used to prospect and spend time at marketplaces; in fact, some Adie portfolios have up to 30% of marketplace vendors.

Relevance given the context

The following elements were crucial to success: presence of entrepreneurs funded by Adie and business development partners, activation of press relations, definition of graphic guidelines to be visible. This specific communication policy allows Adie to reach customers who can't be reached through traditional agencies because they live too far from the city, and because they are far away from other classical development business networks. Of course, developing online services is complementary.

Adaptability to other contexts

This project is transferable to other contexts, such as suburbs. Identifying target groups is always interesting when we talk about people typically isolated from information points, hub networks, etc.

Efficiency

The main costs for this operation are the mobile van and its maintenance. Locations are free and communication tools were already established. Don't forget transportation and accommodation costs.

Outcomes

Several operations were carried out across France for a duration between 1 week and 3 months.

The Adie mobile van was used:

From September to December 2014 in Côte D'or

In February 2015 in Seine-Maritime

From March to April 2015 in Saône et Loire

From May to July 2015 in Haures-Alpes

The number of interested people per event varies up to 70 people a day. Relevant outputs are to show our funders and business development partners our ability to locate our target group, promote our partners, etc. The mobile van provides a showcase of financial and non-financial Adie services to a broad audience and to Adie partners. Finally, these actions help with team building and reinforce the sense of inclusion.

Sustainability

To be maintained in the long run, the operation must rely on Adie employee desire to work remotely. These operations have never been imposed on any team. The sharing of experiences is vital to learn and progress from one operation to another. Volunteers may be useful to support employee resources in the long term.

